TSSUS Offers:
Personal, Knowledgeable Phone Support
Hearing Aid, Conference, Membership
and Life Enrichment Scholarships
Opportunities for Personal Connections
Local Events and Awareness Walks
Annual TSSUS Conference
The Turner Syndrome Research Registry
Comprehensive Informational Website
with Expert Resources
... and much more!

www.turnersyndrome.org
www.turnersyndrome.org/BJ4B
Thank you for organizing a Blue Jeans for Butterflies event!

The funds you collect will support the Turner Syndrome Society of the United States. As Team Lead, you are the person who makes it all happen. This Guide and the BJ4B website page will provide all you need to make this a fun and successful event for your organization. Whether you schedule the event for Turner Syndrome Awareness Month in February, or at other times during the year, your efforts will do a lot for this great cause. Dress down days are very popular, so you may want to schedule the event on a quarterly or even monthly basis. The donation amount you suggest depends on your specific group, and could be as little as $1 for schools and $5 or more for businesses. Use the BJ4B Checklist to guide you through the process. If your group is large, you may want to recruit a couple of volunteer helpers.

Let’s Get Started!

Blue Jeans for Butterflies Checklist

1. BEFORE THE BIG DAY
   Look for Matching Funds
   - Many companies have an employee matching gift program. If your company doesn’t, ASK! It can’t hurt.
   - Gather whatever Matching Funds forms you need.
   Spread the Word
   - We can help you set up your own Blue Jeans for Butterflies fundraising page on our website for online donations.
   - Use our email template (or create your own) to give your colleagues all the details they need.
   - Display the enclosed posters promoting the event. If you need additional posters, they can be downloaded from our website.
   - Tweet, post and chat about your upcoming day, using the hashtags #bjfb and #tssus. It’s good publicity for the event and your business or school.
   - Let the local media know about your event. You’ll find a press release template and all the info you need on our website.
   - The day before your event, remind everyone to wear jeans for TSSUS.

2. ON THE BIG DAY
   - Wear jeans, collect donations, change lives!
   - Collect donations in the branded Donation Box in your Tool Kit
   - Ask the donors to wear their stickers proudly because they are helping TSSUS change lives.
   - Take selfies and photos to share on social media (use hashtags #bjfb and #tssus). Be sure to give a shout out to your host organization.

3. AFTER THE BIG DAY
   - Remind everyone they can make last minute business or school.
   - Follow the instructions on the Fundraiser Summary Form, and send it, information about matching donations, all checks, and a cashier’s check or money order to TSSUS.
   - Thank everyone for participating.

Your organization’s participation in Blue Jeans for Butterflies will help improve the lives of the 80,000 girls and women in the United States who live with Turner syndrome – and their families.

Schedule your next Blue Jeans for Butterflies Day!
If you have any questions, or would like more information, please call Becky Brown at 800.365.9944 or email becky@turnersyndrome.org.
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As a 501(c)(3) nonprofit charitable organization, TSSUS relies on the generous financial support of individuals, foundations and corporations to deliver our mission. EIN 41-1596910; CFC # 11561; United Way #021953

Blue Jeans for Butterflies
Turner Syndrome Awareness

Fundraising Guide